State Road and Tollway Authority
State of Georgia

March 15, 2005

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Secretary Norman Mineta
Department of Transportation
400 7th Street, SW
Washington, DC 20590

Georgia 2005 Value Pricing Pilot Program Proposals

Dear Secretary Mineta:

The State Road and Tollway Authority (SRTA) is pleased to submit three proposals for funding consideration under the FHWA Value Pricing Pilot Program: (1) "Northwest Tollway – Savannah Value Pricing Feasibility Study";(2) "Application of Value Pricing on the I-75 South Corridor"; and (3) "Georgia 400 Variable Pricing Institutional Study". These three projects represent an unprecedented level of cooperation between state and local agencies. In addition to SRTA, the project partners include the Georgia Department of Transportation (GDOT), the Georgia Ports Authority (GPA), the Georgia Regional Transportation Authority (GRTA), the Chatham County-Savannah Metropolitan Planning Commission (MPC), and the Atlanta Regional Commission (ARC).

The Northwest Tollway- Savannah Value Pricing Feasibility Study would examine the feasibility of developing a initial segment of the Northwest Tollway in Savannah, GA. The initial phase of the project would be a truck only toll facility on a new alignment from the Port of Savannah entrance (at GA 307) to Jimmy Deloach Parkway at GA 21. In addition to the truck only toll component, the study will examine if there would be excess capacity to sell, through variable tolls, during the peak commuting hours to non-truck traffic. Target users would be residents of nearby residential communities seeking more reliable trips into Downtown Savannah.

The Application of Value Pricing on the I-75 South Corridor Value Pricing Study would examine the feasibility of determining the most appropriate strategy or combination of pricing strategies in the corridor to ease congestion. The study will examine the potential use of High Occupancy Toll Lanes, Truck Only Toll Lanes, and a combination of these types of facilities. The study will include an examination of bus rapid transit using any or all of the study alternatives.

101 Marietta Street, Suite 2500, Atlanta, Georgia 30303-2781
T. 404-893-6100 - F. 404-893-6144
www.srta.georgia.gov

The GA 400 Variable Pricing Institutional Study will examine the institutional issues that need to be addressed for the State Road and Tollway Authority to move forward with potentially changing the existing fixed-price GA 400 toll section to a variable priced facility.

SRTA would examine the feasibility of the issues and challenges that must be addressed by the Authority before and during any possible transition to a variable pricing structure. The Authority would examine variable pricing from two approaches: (1) a method of payment (cash versus electronic toll collection) and (2) time of day.

Value pricing programs have the potential to provide profound improvements for mobility, congestion, energy efficiency, and air quality in the State of Georgia. However, only the most reasonable and publicly acceptable value pricing programs should be implemented. Demonstration projects such as ours will effectively evaluate the potential of such programs. We look forward to working with you to make these proposals a success. Should you or your staff have any questions or desire any further information, please contact Mr. Erik Steavens at (404) 893-6139 or esteavens@georgiatolls.com.

Sincerely

Douglas R. Hooker

APPLICATION FOR FEDERAL ASSISTANCE

Version 7/03

1. TYPE OF SUBMISSION:		**2. DATE SUBMITTED** March 15, 2005	Applicant Identifier
Application ☐ Construction ☑ Non-Construction	Pre-application ☐ Construction ☑ Non-Construction	**3. DATE RECEIVED BY STATE**	State Application Identifier
		4. DATE RECEIVED BY FEDERAL AGENCY	Federal Identifier

5. APPLICANT INFORMATION

Legal Name: State Road and Tollway Authority	**Organizational Unit:** Department:
Organizational DUNS:	Division:
Address: Street: 1170 Marietta St. NW Suite 2500	**Name and telephone number of person to be contacted on matters involving this application (give area code)** Prefix: Mr. First Name: Erik
City: Atlanta	Middle Name
County: DeKalb	Last Name Steavens
State: Georgia Zip Code 30303	Suffix:
Country: USA	Email: esteavens@georgiatolls.com
6. EMPLOYER IDENTIFICATION NUMBER *(EIN):* 58-1541084	Phone Number (give area code) 404-893-6139 Fax Number (give area code) 404-893-6144

8. TYPE OF APPLICATION: ☑ New ☐ Continuation ☐ Revision If Revision, enter appropriate letter(s) in box(es) (See back of form for description of letters.) ☐ ☐ Other (specify)	**7. TYPE OF APPLICANT:** (See back of form for Application Types) A. State Other (specify)
	9. NAME OF FEDERAL AGENCY: Federal Highway Administration
10. CATALOG OF FEDERAL DOMESTIC ASSISTANCE NUMBER: 20-205 TITLE (Name of Program):	**11. DESCRIPTIVE TITLE OF APPLICANT'S PROJECT:** Northwest Tollway – Savannah, Georgia Value Pricing Feasibility Study
12. AREAS AFFECTED BY PROJECT *(Cities, Counties, States, etc.):* Fulton County and DeKalb County in Georgia	
13. PROPOSED PROJECT Start Date: December 2005 Ending Date: December 2006	**14. CONGRESSIONAL DISTRICTS OF:** a. Applicant 5th b. Project 1st and 12th

15. ESTIMATED FUNDING:		**16. IS APPLICATION SUBJECT TO REVIEW BY STATE EXECUTIVE ORDER 12372 PROCESS?**
a. Federal	$ 472,000.00	a. Yes. ☐ THIS PREAPPLICATION/APPLICATION WAS MADE AVAILABLE TO THE STATE EXECUTIVE ORDER 12372 PROCESS FOR REVIEW ON DATE:
b. Applicant	$ 118,000.00	
c. State	$ .00	
d. Local	$ .00	b. No. ☐ PROGRAM IS NOT COVERED BY E. O. 12372
e. Other	$ .00	☐ OR PROGRAM HAS NOT BEEN SELECTED BY STATE FOR REVIEW
f. Program Income	$ .00	**17. IS THE APPLICANT DELINQUENT ON ANY FEDERAL DEBT?**
g. TOTAL	$ 590,000.00	☐ Yes If "Yes" attach an explanation. ☐ No

18. TO THE BEST OF MY KNOWLEDGE AND BELIEF, ALL DATA IN THIS APPLICATION/PREAPPLICATION ARE TRUE AND CORRECT. THE DOCUMENT HAS BEEN DULY AUTHORIZED BY THE GOVERNING BODY OF THE APPLICANT AND THE APPLICANT WILL COMPLY WITH THE ATTACHED ASSURANCES IF THE ASSISTANCE IS AWARDED.

a. Authorized Representative

Prefix Mr.	First Name Douglas	Middle Name
Last Name Hooker		Suffix
b. Title Executive Director		c. Telephone Number (give area code) 404-893-6100
d. Signature of Authorized Representative Douglas R. Hooker		e. Date Signed

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Standard Form 424 (Rev.9-2003)
Prescribed by OMB Circular A-102

Northwest Tollway – Savannah, Georgia
Value Pricing Feasibility Study

FHWA Value Pricing Pilot Program
Integrated 10-Point Detailed Proposal (DP) and 6-Point Sketch Plan (SP)

Submitted by: *State Road and Tollway Authority (SRTA, Georgia)*
in conjunction with
Georgia Department of Transportation (GDOT)
Georgia Ports Authority (GPA)
Chatham County-Savannah Metropolitan Planning Commission (MPC) and

Chatham Urban Transportation Study (CUTS - the Metropolitan Planning Organization for the Savannah Urban Area)

March 15, 2005

INTRODUCTION

The MPO Long-Range Transportation Plan identifies several projects to address congestion in Chatham County. The project that best addresses truck movements to/from the Port is the Northwest Tollway extending from Georgia State Route 21 near I-95 to I-16 at the intersection with I-516. As part of this project, this study will examine the potential for TOT lane implementation along this facility.

The proposed value pricing grant would look to examine the feasibility of developing an initial segment of the Northwest Tollway. The initial phase of the project would be a truck only toll facility on a new alignment from the Port of Savannah entrance (at GA 307) to Jimmy Deloach Parkway at GA 21. In addition to the truck only toll component, the study will examine if there would be excess capacity to sell, through variable tolls, during the peak commuting hours to non-truck traffic. Target users would be residents of nearby residential communities seeking more reliable trips into Downtown Savannah.

1. CONGESTION PROBLEM TO BE ADDRESSED (DP1 & SP1)

A description of the congestion problem being addressed (current and projected) [DP1]. Congestion problem to be addressed [SP 1].

The purpose of this study is to address the need for improved truck access from the Port of Savannah to the Interstate system, specifically I-95, I-16, and the proposed I-3. The Port of Savannah is the largest single container facility in the United States comprised of two modern, deepwater terminals, Garden City Terminal and Ocean Terminal. In fiscal year 2002, the Georgia Ports Authority (GPA) moved more than 1.1 million containers through Savannah, many off-loaded to trucks, a 30% increase in just two years. The Garden City Terminal by itself is one of the top six container handling facilities in the United States encompassing more than 1,200 acres and moving 8.5 million tons of containerized cargo. With the addition of several new berths opening or planned, along with additional Port upgrades such as channel deepening to 48 feet, strong growth is anticipated at the Port for many years.

In recognition of this high volume of container traffic, fourteen retail distribution centers are located Port-proximate moving some 150,000 containers annually through 9 million square feet of warehousing. Twenty-two ocean carriers provide service between Asia and Savannah with the fastest transit between Hong Kong and the South Atlantic at 24 days. Due to superior distribution capabilities with less than 24 hour transit times to the northeast, south and midwest via truck or train, the Port of Savannah is positioned strategically for growth. As such it is imperative that truck access to the Interstate System be enhanced.

Primary access to the Port is achieved via Interstate 95 utilizing either GA307 to access the Garden City Terminal or to access the Ocean Terminal, I-516 to West Lathrop Avenue. Several major distribution centers are located south of the Port – the primary access route is along Bay Street through the City of Savannah. The Congestion Management System identifies several portions of these key access facilities as severely congested today:

- Dean Forest Road/Bourne Ave. from SR25 to SR21;
- SR25 from SR21 Spur to Port Authority;
- Bay Street from East Broad to President; and,
- SR25 from SR25 Merge to SR21 Spur.

Table 1. Existing Traffic Volume Summary (ADT)

From	*To*	*NW Tollway*	*SR-21*	*SR-25*	*Total*
SR-21 @ NW Tollway	DeLoach Pkwy	0	30,000	0	30,000
DeLoach Pkwy	Crossgate Road	0	30,000	5,500	35,500
Crossgate Road	SR-307	0	31,000	7,500	38,500
SR-307	I-16 / I-516	0	41,000	12,800	53,800

Table 2. 2030 Traffic Volume Summary (ADT)

From	*To*	*NW Tollway*	*SR-21*	*SR-25*	*Total*
SR-21 @ NW Tollway	DeLoach Pkwy	41,300	18,900	0	60,200
DeLoach Pkwy	Crossgate Road	47,000	24,600	6,300	77,900
Crossgate Road	SR-307	45,600	23,000	6,800	75,400
SR-307	I-16 / I-516	46,000	31,200	9,500	86,700

Traffic volumes in the corridor are increasing. Much of the growth in the corridor can be attributed to truck traffic heading to and from the port. Truck traffic in the corridor represents nearly 35% of the trips along the roadways in the corridor, and is growing. The Georgia Port Authority estimates that truck traffic servicing its gates will double over the next twenty years.

Currently, many trucks accessing major distribution facilities utilize surface streets, in particular Bay Street, to access the Interstate. This creates quality of life issues for many Savannah residents and visitors as Bay Street possesses key destinations in the Historic District.

To address this issue, multiple planning partners are conducting studies to address truck traffic in the greater Savannah area. The Georgia Department of Transportation (GDOT) is currently conducting a Savannah/Chatham County Interstate System Needs Analysis. As part of this study GDOT is assessing the potential for Truck Only Lanes, either free or tolled, for portions of the Interstate System in Chatham County. Additionally, the Chatham Urban Transportation Study (CUTS) is conducting an East-West Connectivity Study (called Connecting Savannah) for the City of Savannah. One of the core efforts of this study is to facilitate movement of trucks through Savannah to the Interstate System.

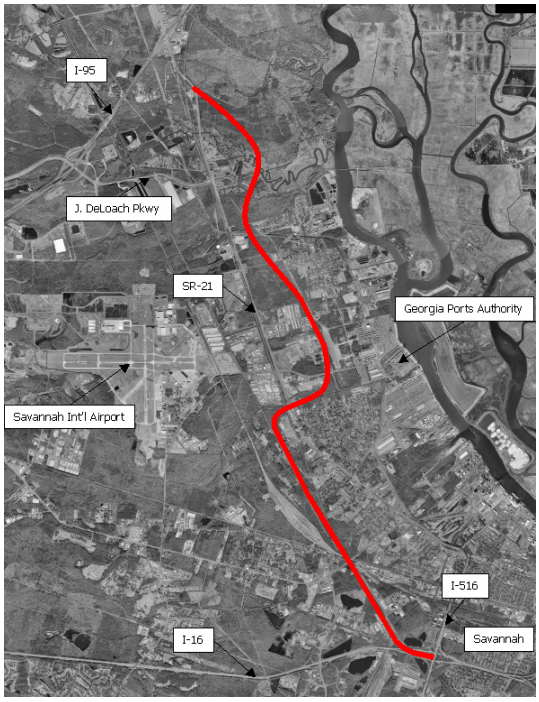

Figure 1. Northwest Tollway, Chatham County Alignment Overview

2. PROPOSED PROGRAM DESCRIPTION (DP 2 & SP2)

A description of the proposed pricing program and its goals, including description of facilities included, and, for implementation projects, expected [[Page 23081]] pricing schedules, technology to be used, enforcement programs, and so on [DP 2]. Nature of proposed or potential pricing projects to respond to that problem, including overall project goals, and potential facilities to be included [SP 2].

The State Road and Tollway Authority, *Chatham County-Savannah Metropolitan Planning Commission (MPC) and Chatham Urban Transportation Study (CUTS - the Metropolitan Planning Organization(MPO) for the Savannah Urban Area),*, the Georgia Ports Authority, and the Georgia Department of Transportation are proposing to study a potential Truck Only Toll Facility in the Savannah Region. The Metropolitan Planning Organization has included in the their MPO Long Range Transportation Plan a proposed toll facility from Georgia State Route 21 near I-95 to I-16 at the intersection with I-516. The goals of this evaluation are shown below.

Pre-Project Study Goals

- Examine the use of variable-priced truck only toll lanes as part of the Northwest Tollway from a revenue generation and public acceptability perspective.
- Conduct a peer to peer exchange with other areas planning truck only toll lanes to: develop project champions; benefit from "lessons learned" in other regions; assess how peers are modeling TOT lanes; and, assess how peers determined and evaluated impacts/benefits from application of TOT lanes.
- Develop data sets and methodologies for modeling toll projects in the Savannah region.
- Examine the potential of selling excess capacity in the Northwest Tollway Truck Only Lanes to SOV's from a demand management, revenue generation, and public acceptability perspective.
- Maximize the impact of the expenditure of public funds in the corridor and potentially provide an additional revenue stream that could complement or replace traditional funding sources.

The overall intent of the study is to address the following questions:

- How is planning for TOT lanes being undertaken in peer cities?
- What is the state of the practice for TOT lanes with respect to travel demand modeling?
- How have peers determined and evaluated TOT equity impacts?
- Are TOT lanes feasible in the Northwest Tollway Corridor?
- What pricing options are required to manage demand efficiently?
- Would toll revenue generated as part of the TOT lane implementation be sufficient to accelerate implementation?
- How much is the freight community willing to pay for reliable travel times to access the Interstate System from the Port?
- What are the impacts of TOT implementation on the local transportation network?

Potential Facilities to be Included in the Study

The study will investigate an initial portion of the proposed Northwest Tollway alignment extending from GA 21 near I-95 to I-16 @ I-516. In addition, the study will evaluate the exisiting alignments of GA 25, GA 21 and GA 307 to I-95 as significant alternate routes and major components of the regional road network. As part of this effort, this study will build upon the results of the analysis currently being conducted as part of the GDOT Chatham County Interstate System Study, the Georgia Ports Authority intermodal access study, and the CUTS/MPO's Connecting Savannah project.

3. SOCIAL AND ECONOMIC EFFECTS (DP 3)

Preliminary estimates of the social and economic effects of the pricing program, including potential equity impacts, and a plan or methodology for further refining these estimates for all pricing project(s) included in the program [DP 3].

The social and economic effects of the pricing program are unknown at this time. However, it is anticipated that through the course of the study the following tasks shall reveal the social and economic impacts of value pricing in the Northwest Tollway Corridor:

- Assess the impacts on neighborhoods and low-income population through the review of current projects and existing, available socio-economic data;
- Working with the Georgia Motor Trucking Association and the Georgia Ports Authority, understand the equity impacts of Truck Only Toll Lanes – with a specific focus on identification of benefits and impacts to the trucking industry and other roadway users. Additionally, the study will attempt to determine and evaluate "quality of life" impacts associated with TOT implementation to assess equity issues and determine the potential for local funding to assist with project implementation; and
- Collection, review and evaluation of travel costs and benefits from an equity perspective.

4. ROLE OF ALTERNATIVE TRANSPORTATION MODES (DP 4)

The role of alternative transportation modes in the project, and anticipated enhancements proposed to be included in the pricing program [DP 4].

As mentioned earlier, the Port of Savannah is one of the busiest seaports on the East Coast. The Port of Savannah and surrounding land uses are an excellent case study in intermodal freight movement. Goods arrive and depart the Port of Savannah by several different modes. Goods come via maritime ship, rail, and by truck.

Intermodal traffic is at the heart of the proposed Northwest Tollway, and a majority of the freight going into and out of the Port of Savannah arrives by a containerized truck chassis. The Northwest Tollway will provide major relief to surrounding state and local roads in the corridor. By providing a new, less congested route from the port to I-95 and major distribution centers, the initial stage of the Northwest Tollway would divert a high percentage of the truck traffic currently on state and local roads onto this new limited access facility. The new facility would help reduce the time it takes for goods getting to and from the port and will help to increase their volume of business and improve the reliability of all modes used at the Port of Savannah.

5. TIMELINE (DP 5 & SP 2)

A time line for the pre-project study and implementation phases of the project (proposals indicating early implementation of pricing projects that will allow evaluation during the life of TEA-21 will receive priority) [DP 5]. Time line for study and possible implementation of value pricing projects [SP 2].

The Northwest Tollway Value Pricing Study shall be conducted in three phases. The first phase is a feasibility assessment of TOT lanes on the Northwest Tollway; the second phase includes preliminary (concept)design activities and a financial feasibility assessment; the third phase focuses on implementation and includes the appropriate level of environmental analysis (EA or EIS), institutional analysis and agreements; and an investment grade traffic and revenue study – ultimately leading to construction.

The first phase of the study, which is the subject of this application, is scheduled to be complete within twelve (12) months of contracting.

6. DETAILED PROJECT TASKS (DP 6 & SP 6)

A description of tasks to be carried out as part of each phase of the project, and an estimate of costs associated with each [DP 6]. Plans for pre-project study, or findings from complete pre- project studies [SP 6].

Eight primary tasks are identified for successful completion of phase 1:

1. Development of Baseline Traffic and Operating Conditions;
2. Peer to Peer Exchange;
3. Market Research;
4. Travel Model Refinement;
5. Traffic and Toll Revenue Analysis;
6. Sensitivity Analysis;
7. Documentation and Meetings; and,
8. Development of Implementation and Monitoring Plans.

Scope of Work

Task 1. Development of Baseline Traffic and Operating Conditions

The objective of this task is to develop baseline traffic and operating conditions for the study corridor and competing facilities for use in benchmarking system performance prior to implementing value pricing in the corridor. To accomplish this it is necessary to enhance several existing transportation planning tools (including but not limited to the area's transportation model) and collect several key data sets. The following components will be examined as part of the value pricing study: the Chatham Urban Transportation Study (CUTS/MPO) travel demand model; traffic counts along alternative routes, travel

time and delay studies. In addition, a targeted survey of the freight industry will be created and implemented as part of the study effort.

Understanding that most of the freight activity along the proposed TOT facility is generated by the Port of Savannah, operating conditions to a great extent will be defined by the Port and its related activities.

Most of the freight survey effort will focus on understand existing and future port operations and expansion and how changes in these components impact related businesses such as distribution centers that could potentially utilize the TOT facility. Review and development of existing and future socioeconomic data sets and in the Port area will be critical to accurately estimating demand for a TOT facility.

The Georgia Motor Trucking Association (GMTA) represents the interests of the motor truck industry in the State of Georgia. It is critical that they are involved in this study effort and in particular in the design of any survey or focus groups involving the freight movement industry. GMTA is concerned about the impacts of toll facilities on the business model used by its members. As such, GMTA has been involved in SRTA's current study of the feasibility of Truck Only Toll Lanes in the Atlanta Region. We propose that we can and build upon our relationship with GMTA and have them as part of the study of the Northwest Tollway.

In addition, the Georgia Ports Authority (GPA) a co-applicant for this study, is an integral intermodal freight stakeholder. The GPA contracts with many shipping companies in the region. GPA will assist in getting key freight stakeholders involved in the study effort.

Particular attention will be given to accurately representing current and future passenger and freight movement along the study corridor. The CUTS travel demand model currently does not provide the capability to model variable pricing concepts – that component will be developed as part of this study at the study corridor level. To support this activity it will be necessary to develop a better understanding of the willingness of the freight industry and other users to voluntarily use a tolled lane (i.e. the regional travel model needs to reflect time savings from the perspective of freight industry and other users).

The objective of performing a targeted survey of the freight community will be to determine the travel patterns and route choice. Freight providers would be requested to provide trip information with respect to origin, destination, frequency, etc. GDOT is currently performing an Interstate Needs Analysis for Chatham County. As part of this study, preliminary analysis is being conducted to determine the feasibility of Truck Only Lanes (non-tolled) on portions of the interstate system within Chatham County. It is anticipated that data from this study will feed TOT lane analysis along the Northwest Tollway.

Task 2. Peer to Peer Exchange

In order for a new transportation concept to move past planning to implementation, there must be champions at both the staff level and the political level. A group of elected officials who are members of key transportation boards in the Chatham County area and a staff member will be selected to visit up to three (3) existing and/or planned TOT facilities. Peers are viewed to be those with an active interest in Chatham County and Savannah including but not limited to the Georgia Ports Authority, the Georgia Department of Transportation, the State Road and Tollway Authority, the Chatham Urban Transportation Study and leaders from the freight and economic development community.

Understanding that TOT lanes are not currently widely implemented, the peer exchange to the greatest extent possible will seek to include a facility from a Port. If upon further research, no such facilities are available or in the planning stages, it is proposed that a forum of trucking and elected officials be conducted. This forum will bring together elected officials and freight interests in the region as well as elected and freight officials from various parts of the country to discuss implementation issues related to truck only tolled facilities. This task is viewed as a very important step in getting critical decision makers to understand these complex transportation concepts through personal experience. Additionally, the peer

exchange will allow the transportation staff to identify valuable lessons learned with respect to equity, potential public perception and critical challenges in the implementation process. Information gained in the peer exchange will be applied while developing a public outreach program. As a final benefit of the peer exchange, SRTA hopes to learn the state of the practice for representing TOT lanes in a regional travel demand model.

Listed below are critical information components the peer to peer exchange is structured to explore:

1. Major lessons learned including but not limited to:
   - Best practices for effective public education;
   - Public and political perceptions both before and after public education and outreach;
   - Public and political perception both before and after implementation;
   - Equity issues, particularly with respect to estimation of benefits to the general motoring public.
2. Explore how areas have incorporated TOT lanes into existing travel demand models including:
   - Coding methodology;
   - Development of demand elasticities;
   - Application of value of time; and,
   - Managed lane modeling methodology.

Task 3 Market Research

The primary driver when implementing a value pricing program is to manage and protect a facilities performance through behavioral changes. Central to the understanding of the forces that will be required to influence travel behavior is an understanding of a motorists' willingness and ability to change travel time, travel route, or the socio-economic impacts of additional transportation related costs (tolls).

Task 6.3 will evaluate public and freight industry acceptability of potential pricing strategies through surveys of potential users. Particular attention would be focused on the freight industry's reaction to truck tolls and how these perceptions vary by the size of the trucking company (e.g. large trucking firms versus owner-operators) and freight movement distance (e.g. local goods movement and non-local goods movement).

Survey Trucking Managers – The objective of this task is to determine whether the freight industry would:

- Utilize a truck only facility;
- Target or shift operation to avoid peak period tolls;
- Garner an understanding of the economic efficiencies of guaranteed and more efficient travel times.

Stakeholder Interviews – A series of meetings will be held with leaders representing a broad base of opinion in the corridor. It is anticipated that these interviews be conducted with the following leadership:

- Local and state government elected and agency officials;
- Business Leaders;
- Transportation Management Associates;

- Commercial Vehicle Managers;
- Commuter Groups; and,
- Neighborhood Associations.

Stated Preference Survey – A stated preference survey shall be conducted of a sample of existing facilities users designed to assess willingness to pay, ability to shift travel time and other behavioral responses to various pricing strategies. The resulting data shall provide detailed information on value of time, frequency of use, potential shift in travel time and potential shift in modes.

It is also recognized that the removal of truck traffic from the general purpose travel lanes benefits other roadway users. As proposed, only trucks will be required to pay tolls. As part of the market research effort an attempt will be made to understand the value to motorists of removing trucks from the general travel stream. It is anticipated that benefits will come from several areas – perception of greater safety; removal of trucks from local roads and resulting quality of life benefits; and perception of enhanced mobility. This information will be particularly useful for evaluating project equity and the roll of local funding for project implementation.

Task 4 Travel Model Refinement

Value pricing, especially HOT and TOT facilities, require the development of corridor specific, complex travel demand and operational models. These models are required to recognize and assess the dynamic sensitivities and relationships between the general purpose lanes and the priced lanes on a continual basis. For this project it is proposed that this be primarily accomplished through the regional travel demand model.

The CUTS travel demand model currently does not provide the capability to model variable pricing concepts – those model components will be developed as part of this study. Model refinements will be focused in the Northwest Tollway corridor and related alternate transportation routes. It is not the intent of this task to update the CUTS model but merely develop an appropriate, corridor specific tool to support this study.

Task 5 Traffic and Toll Revenue Analysis

This task utilizes the travel model developed in Task 6.4 to estimate traffic and toll revenue for the proposed TOT facility. This analysis will include a series of conceptual alternatives (including access points) along with a family of toll rates (by direction). Analysis shall be performed over multiple years to estimate corridor demand, potential usage and a 20-year revenue stream.

Task 6 Sensitivity Analysis

As with any feasibility study, the resulting traffic and toll revenue forecasts are based on a variety of assumptions such as value of time, economic growth forecasts, competing highway improvements, etc. Sensitivity tests depart from the baseline by adjusting basic assumptions and quantify the impacts to the initial traffic and toll revenue forecasts. Value pricing projects are very sensitive to changes in growth, value of time and other parameters since the majority of the forecasts are driven by travel time savings.

Task 7 Documentation and Meetings

This includes the development of draft and final study documentation for the first phase of the study.

Task 8 Development of Implementation and Monitoring Plans.

This task will develop a specific Implementation Plan for the project (Phases 2 & 3). The Plan will create an overall implementation schedule and identify roles and responsibilities for completing each phase and related tasks. The development of the Implementation Plan will require coordination between SRTA, GDOT, CUTS, the Governor's Office and other key players.

Proposed Study Budget

A proposed study budget has been developed by major task for the Phase 1 work program. The Value Pricing Program is expected to cover 80% of the eligible project costs; SRTA will provide the remaining 20%. It is anticipated that all the tasks for phase one will take place in 360 days. Some of the proposed tasks will run concurrently.

Summary of Funds (Requested and Match)

Task	*Federal Funds Requested*	*Local Match*	*Total*	*Estimated Schedule*
1. Baseline Traffic & Operating Conditions	$60,000	$15,000	$75,000	120 Days
2. Peer to Peer Exchange	$40,000	$10,000	$50,000	90 Days
3. Market Research	$112,000	$28,000	$140,000	120 Days
4. Travel Model Development	$68,000	$17,000	$85,000	30-Days
5 Traffic and Toll Revenue Analysis	$112,000	$28,000	$140,000	60-Days
6. Sensitivity Tests	$20,000	$5,000	$25,000	30-Days
7. Documentation and Meetings	$40,000	$10,000	$50,000	60-Days
8. Implementation and Monitoring Plans	$20,000	$5,000	$25,000	30-Days
Phase 1 Totals	*$472,000*	*$118,000*	*$590,000*	*360-Days*

7. EVALUATION (DP 7)

Plans for monitoring and evaluating value pricing implementation projects, including plans for data collection and analysis, before and after assessment, and long term monitoring and documenting of project effects [DP 7].

The first study phase (the subject of this application) focuses on the feasibility of implementing TOT lanes along the Northwest Tollway. Data collected and developed as part of the study will be used to evaluate the potential for project implementation. The following tools will be used to evaluate study results and the potential for project implementation:

- Documentation of the lessons learned from the peer to peer exchange and stated preference survey efforts;
- Documentation of the methodology and results of the traffic and revenue study.

8. FINANCIAL PLAN (DP 8)

A detailed finance and revenue plan, including for implementation projects a budget for capital and operating costs; a description of all funding sources, planned expenditures, proposed uses of revenues, and a plan for projects to become financially self- sustaining (without Federal support) within three years of implementation [DP 8].

The finance and revenue plan will be determined following the pre-project study – the operating and pricing strategy is unknown at this time. The traffic and revenue study will provide key inputs into the financial plan for the project.

9. PLANS FOR INVOLVING KEY AFFECTED PARTIES (DP 9 & SP 4)

Plans for involving key affected parties, coalition building, media relations, etc., including either demonstration of previous public involvement in the development of the proposed pricing program, or plans to ensure adequate public involvement prior to implementation [DP 9]. Extent of public participation in the development of the proposal, or of plans for future public participation activities. Potential equity consequences of any proposed projects should be portrayed in general terms, and if adverse impacts are anticipated, preliminary plans for responding to such problems should be identified [SP 4].

Building on the focus groups and corridor survey information developed during task 3, SRTA, GPA, and CUTS will work with key stakeholders and planning partners to develop understanding and support for the implementation of TOT lanes in the Northwest Tollway corridor. The goal of this involvement is support for project implementation. It is anticipated that support will be generated through the following activities:

- Peer to peer exchange;
- Interaction with the Georgia Motor Truck Association and its members;
- Focus groups and interviews with freight providers and corridor users; and,
- Utilization of the CUTS MPO committee structure to inform and educate regional leaders.

10. LEGAL AND ADMINISTRATIVE REQUIREMENTS (DP 10 & SP 5)

Plans for meeting all Federal, State and local legal and administrative requirements for project implementation, including necessary Federal-aid planning and environmental requirements. The FHWA will give priority to proposals where projects are included as a part of (or are consistent with) a broad program addressing congestion, mobility, air quality and energy conservation, where an area has congestion management systems (CMS) for Transportation Management Areas (urbanized areas over 200,000 population or those designated by the Secretary) and the congestion mitigation and air quality (CMAQ) program [SP 10]. Legal and administrative authority needed to carry out a value pricing project, extent to which these have been obtained, and further steps needed to obtain necessary authority [SP 5].

SRTA, GDOT and CUTS/MPO are active participants in the transportation planning arena and the recipient of both FHWA and FTA funds. All three entities have in place appropriate mechanisms to ensure that all state and federal requirements are met.

CUTS/MPO has included the Northwest Tollway in the MPO Long Range Transportation Plan, and should funding become available through the results of this analysis or traditional funding sources, identified a desire to accelerate implementation of the project.

11. SIGNATORIES TO FHWA COOPERATIVE AGREEMENT AND SUPPORT (SP 3)

Parties proposed as being signatories to the cooperative agreement with the FHWA. At a minimum, by the time the refined proposal is submitted, the local Metropolitan Planning Organization (MPO) and the owner/operator of the facility or facilities to be priced should express support for the program. Indications of support from affected parties, including representatives of business, labor, industry, transportation users, and/or local residents, or plans for obtaining such support should be included [SP 3].

The following parties are proposed as being signatories to the cooperative agreement with the FHWA:

1. Georgia Department of Transportation (GDOT)